



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: McEwan, et al.

Group No.: Not Yet Assigned

Application No.: 10/018202

Examiner: Not Yet Assigned

Filed: December 13, 2001

For: Creation of Custom Messages Using Virtual Prospecting

Box DD
 Assistant Commissioner for Patents
 Washington, D.C. 20231

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**TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT
 WITHIN THREE MONTHS OF FILING OR
 BEFORE MAILING OF FIRST OFFICE ACTION (37 C.F.R. 1.97(b))**

**IDENTIFICATION OF TIME OF FILING THE ACCOMPANYING
 INFORMATION DISCLOSURE STATEMENT**

The information disclosure statement submitted herewith is being filed within three months of the filing date of the application or date of entry into the national stage of an international application or before the mailing date of a first Office action on the merits, whichever event occurs last. 37 C.F.R. 1.97(b).

Respectfully submitted,

Date: February 13, 2002

By: 
 Robert D. Fish
 Reg. No. 33,880

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CERTIFICATE OF MAILING (37 C.F.R. 1.8(a))

I hereby certify that, on the date shown below, this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail, in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.



Kristin J. Azcona

Date: February 13, 2002



PATENT
Attorney Docket No.: 100604.0031US

IN THE UNITED STATE PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231

In re application of: **McEwan, et al.**

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INFORMATION DISCLOSURE STATEMENT

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

Sir:

In accordance with the duty of disclosure imposed by 37 C.F.R. § 1.56 to inform the United States Patent and Trademark Office of all references coming to the attention of the Applicant(s) or attorneys or agents for Applicant(s) which are or may be material to the examination of the subject application, attorneys for the Applicant(s) hereby invite the Examiner's attention to the references listed in the accompanying PTO Form 1449 entitled "List of References Cited".

This submission is understood to complement the results of the Examiner's own independent search. The submission of this Disclosure Statement should not be construed as a representation that a search was made, or that the cited items are inclusive of all relevant and material citations that may be available publicly.

The citation of any item is not an admission that the item is "prior art" against the subject application. The right is reserved to antedate any item according to standard procedures.

Applicant(s) respectfully request that the Examiner review the foregoing references, as set forth in the Form PTO-1449, and that they be made of record in the file history of the above-captioned application.

Respectfully submitted,
Rutan & Tucker, LLP

Dated: February 13, 2002

By: 

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LIST OF REFERENCES CITED BY APPLICANT <i>(Use several sheets if necessary)</i>					ATTY. DOCKET NO.	SERIAL NO.	
					100604.0031US	10/018202	
					APPLICANT	McEwan, et al.	
					FILING DATE	GROUP	
					December 13, 2001	Not Yet Assigned	

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	5,778,367	07/07/98	Automated On-Line Information Service and Directory, Particularly for the World Wide Web	707	10	12/14/95
	BB	5,796,952	08/18/98	Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database	395	200.54	03/21/97
	CC	5,913,040	06/15/99	Method and Apparatus for Transmitting and Displaying Information Between a Remote Network and a Local Computer	395	200.62	08/22/95
	DD	5,918,014	06/29/99	Automated Collaborative Filtering in World Wide Web Advertising	395	200.49	12/26/96
	EE	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements Within Interactive Communication Systems	705	14	08/20/96
	EE	5,948,061	09/07/99	Method of Delivery, Targeting, and Measuring Advertising Over Networks	709	219	10/29/96
	FF	5,974,398	10/26/99	Method and Apparatus Enabling Valuation of User Access of Advertising Carried by Interactive Information and Entertainment Services	705	14	04/11/97
	GG	6,055,510	04/25/00	Method for Performing Targeted Marketing Over a Large Computer Network	705	14	10/24/97

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	GG							

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

	HH	Michael Russo, "E-Mail Marketing for the Roofing Contractor" dated March 2000, pages 14-16.	MAR 08 2002
	II	PR Newswire Association Inc., "DoubleClick Debuts New Tool for Testing Creative on the Web", dated May 19, 2000.	Technology Center 2100
	JJ		

EXAMINER	DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.